

This Time It's a LALKAAAR To Empower Women

Farhan Akhtar, along with various artists to perform at the Lalkaar Concert in Mumbai on Feb 14th

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Mumbai: After receiving an overwhelming response from the city in 2017, the 'Lalkaar' concert led by Population Foundation of India, Farhan Akhtar's MARD and director Feroz Abbas Khan is all set to be staged in Mumbai once again on February 14. While Population Foundation of India's popular television edutainment series Main Kuch Bhi Kar Sakti Hoon has impacted lives through its focus on women's health, family planning and gender issues, *Lalkaar* will take the show's messaging ahead with an objective of enabling, empowering and transforming women at large.

Performing along with Farhan will be Shankar-Ehsaan-Loy and Shaan among other well-known singers.

The concert will take place at Mumbai's Bandra Fort Amphitheatre and is going to be an evening of music to not only honour those who fight the odds to bring about change but also urge everyone to pledge in order to protect and empower women everywhere.

"Main Kuch Bhi Kar Sakti Hoon has shown the true strength of using edutainment to enable change. With Lalkaar, we are not only celebrating womanhood, but also welcoming the third season of the show which we hope will continue to inspire many more lives", said Farhan Akhtar.

According to Poonam Muttreja, Executive Director, Population Foundation Of India (PFI), "Music is an enabler and a unifier. With Lalkaar we want to inspire more and more youngsters to acknowledge and enable change. The fact that Main Kuch Bhi Mar Sakti Hoon is popular shows that we are not only ready for change but also that women are ready to lead this change. With Lalkaar, we intend to strengthen every voice that wishes to empower women."

Feroz Abbas Khan says, "Main Much Bhi Kar Sakti Hoon is not a TV show anymore. It is a movement for change- one life at a time. The show has been able to achieve this impact because it tells stories that people can relate to. Music is one such medium - it connects and brings people together. With Lalkaar, we want to use music to entertain and optimise the process of bringing about this change."

Main Kuch Bhi Kar Sakti Hoon will make a comeback with its much-awaited third season in January. Actor Farhan Akhtar has been associated with the show since its second season. Produced by Population Foundation of India and created by Feroz

Abbas Khan, *Main Kuch Bhi Kar Sakti Hoon* revolves around the inspiring journey of Dr. Sneha Mathur, a young doctor, who leaves her lucrative career in Mumbai and decides to work in her village. The show focuses on Dr. Sneha's crusade to ensure the finest quality of healthcare for all. Under her leadership, village women find their voices through collective action. The second season had special focus on youth along with women. With an empowering new slogan 'Main Desh Ka Chehra Badal Doongee' the show's protagonist Dr. Sneha Mathur plans to tackle fresh issues, including access to hygiene and sanitation in the first 26 episodes. The show is created by noted film and theatre director Feroz Abbas Khan.

Population Foundation of India is supported by REC Foundation and Bill & Melinda Gates Foundation to produce the much-awaited third season of Main Kuch Bhi Kar Sakti Hoon.